

Is It Me?! 1.2 - New App for iPhone is a Reflection of Fun

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Awhato today released Is It Me?! 1.2 for iPhone and iPod Touch users. The application mirrors half the face in a photo to produce a new image. As each side of a person's face is different, the resulting composite shows what a person would look like if both sides were identical. The finished product produces surprises and giggles and has people asking, "Is It Me?!" The app boasts an easy to use interface with touchscreen controls that only require finger gestures to rotate, move or size images.

Samara, Russia - Announcing that Awhato, the developers of Is It Me?!, today released its latest version for users who can use a bit of fun in their lives. The application mirrors half the face in a photo to produce a new image. As each side of a person's face is different, the resulting composite shows what a person would look like if both sides were identical. The finished product produces surprises and giggles and has people asking, "Is It Me?!"

Awhato developers created Is It Me, purely to provide users with a fun application for their iDevice. The original idea came from CEO, Andrew Korepanov's childhood, "When I was a child, I read a magazine article which showed that a human's face is not symmetrical. It also stated that there is a legend that claims one half of the face is kind and the other is evil." The article stayed on Korepanov's mind for years. Eventually, he was inspired to turn the concept into an app.

Is It Me lets users take a photo and create a composite that is one half of a face and its mirrored opposite. People look so different that they almost always ask, "Is It Me?!" which is where the app's name came from. The results are typically hilarious and tend to show up at parties and family gatherings.

There's no learning curve with Is It Me. The application boasts an easy to use interface with touchscreen controls that only require finger gestures to rotate, move or size images. Users can take a picture with the camera or load one from their photo library. To begin the mirroring process, a user merely taps the side of the face they want reflected. When finished, the funny images can be saved to the user's photo album for later retrieval and sharing with others. People with an operating system of 3.0 or later can send their composites to Twitter or email them to friends.

Features:

- * Easy to use interface composes a whole image from half a face
- * Use the iPhone camera to take a photo or load from photo album
- * Move, rotate and size images
- * Save to photo album
- * Share Is It Me results with others via Twitter and email on devices with OS 3.0
- * Hilarious results

Is It Me is a highly amusing app that is based on a simple concept. This is one that's safe to share with the kids and just have some old fashioned family fun, yet entertaining enough that adults will want to join in the hilarity.

Device Requirements

- * iPhone and iPod touch (2nd generation)
- * Requires iPhone OS 2.0 or later
- * 0.9 MB

Pricing and Availability

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Is It Me?! 1.2 is only \$0.99 (USD) and available worldwide exclusively through the App Store in the Photography category. Promo codes are available for qualified reviewers. Please specify the website or blog you represent when making your request.

Is It Me?! 1.2:
<http://awhato.com/isitme>

Purchase and Download:
<http://itunes.apple.com/us/app/is-it-me/id336199131?mt=8>

Media Assets:
<http://s992.photobucket.com/albums/af42/malapheev/IsItMe/>

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